

MAGAZINE MEDIA 360°

Brand Audience Report

		CURRENT MONTH - September 2018 (000)					YEAR AGO - September 2017 (000)					September 2018 vs. September 2017 (% change)					YTD AVERAGE - as of September 2018 (000)					YTD 2018 vs. YTD 2017 (% change)				
Magazine Brand	Publishing Company	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
4 Wheel & Off-Road	Motor Trend Group/TEN	2,782	29	81	-	2,892	2,813	44	54	-	2,911	-1.1%	-33.5%	49.2%	-	-0.7%	2,968	44	108	3	3,122	10.7%	-4.4%	18.0%	+	10.8%
AARP	AARP Media	38,878	2,735	5,333	33	46,979	38,717	3,462	3,015	3	45,197	0.4%	-21.0%	76.9%	1085.1%	3.9%	38,735	3,227	6,196	20	48,178	1.5%	-11.8%	87.1%	-6.5%	6.7%
AFAR	AFAR Media	612	149	401	-	1,161	526	101	211	-	837	16.3%	47.7%	90.1%	-	38.7%	742	108	340	-	1,190	33.5%	12.4%	78.9%	-100.0%	41.3%
Allrecipes	Meredith Corporation	7,999	8,372	31,336	2,768	50,476	7,833	9,562	28,801	3,087	49,283	2.1%	-12.4%	8.8%	-10.3%	2.4%	7,913	8,691	29,667	1,677	47,947	-1.0%	-24.7%	-3.8%	-21.6%	-8.7%
Allure	Conde Nast	5,331	1,122	5,112	4,545	16,110	5,563	1,144	2,684	3,063	12,454	-4.2%	-1.9%	90.5%	48.4%	29.4%	5,472	1,291	5,093	2,821	14,677	-6.6%	11.5%	8.9%	25.8%	5.3%
Architectural Digest	Conde Nast	3,133	577	1,783	1,570	7,063	4,645	457	725	635	6,462	-32.6%	26.1%	146.0%	147.5%	9.3%	3,539	620	1,488	1,032	6,679	-20.9%	34.7%	43.2%	214.0%	6.0%
Automobile	Motor Trend Group/TEN	3,214	121	230	-	3,565	3,693	221	229	-	4,142	-13.0%	-45.0%	0.6%	-	-13.9%	3,250	193	181	-	3,624	-7.7%	-25.1%	-14.5%	-100.0%	-9.2%
Backpacker	Active Interest Media (AIM)	1,335	182	347	-	1,864	1,455	220	349	-	2,024	-8.2%	-17.4%	-0.7%	-	-7.9%	1,402	207	361	-	1,970	2.5%	-11.4%	54.8%	-100.0%	7.2%
Better Homes and Gardens	Meredith Corporation	33,016	1,921	5,601	160	40,699	37,864	4,036	4,319	491	46,710	-12.8%	-52.4%	29.7%	-67.4%	-12.9%	34,486	2,774	5,658	234	43,153	-7.9%	-40.4%	15.4%	-52.1%	-9.2%
Bicycling	Hearst Magazines	1,241	335	980	-	2,556	1,397	289	733	117	2,536	-11.2%	15.6%	33.6%	-100.0%	0.8%	1,282	305	727	10	2,325	-14.5%	-17.8%	-15.7%	-82.8%	-16.8%
Birds & Blooms	Trusted Media Brands	5,299	92	171	-	5,563	5,297	117	214	-	5,628	0.0%	-21.0%	-20.0%	-	-1.2%	5,156	140	297	-	5,592	-4.7%	-10.3%	-8.5%	-	-5.0%
Bon Appétit	Conde Nast	6,503	2,841	10,061	7,696	27,101	7,252	3,030	7,644	2,221	20,147	-10.3%	-6.2%	31.6%	246.5%	34.5%	6,543	3,039	9,672	5,013	24,266	-7.1%	-12.1%	6.8%	135.3%	11.9%
Brides	Conde Nast	5,036	661	2,132	2,946	10,774	5,261	643	1,009	727	7,640	-4.3%	2.7%	111.3%	305.1%	41.0%	5,214	873	2,310	1,656	10,053	2.0%	-1.0%	69.2%	178.2%	26.4%
Car and Driver	Hearst Magazines	8,241	1,785	4,608	236	14,870	9,507	1,939	4,397	147	15,990	-13.3%	-7.9%	4.8%	60.3%	-7.0%	8,450	1,856	5,193	102	15,601	-10.9%	-16.7%	5.3%	10.2%	-6.8%
Car Craft	Motor Trend Group/TEN	2,325	35	48	16	2,424	2,139	45	38	10	2,232	8.7%	-21.4%	24.8%	59.1%	8.6%	2,279	40	43	9	2,371	5.4%	-9.4%	-11.0%	18.7%	4.8%
Coastal Living	Meredith Corporation	4,173	164	1,480	44	5,860	4,986	198	984	50	6,218	-16.3%	-17.0%	50.3%	-13.1%	-5.8%	4,373	211	1,061	11	5,655	-5.8%	-10.1%	58.8%	97.9%	1.9%
Condé Nast Traveler	Conde Nast	3,291	742	3,001	2,127	9,161	3,527	569	1,547	3,293	8,937	-6.7%	30.3%	93.9%	-35.4%	2.5%	3,371	862	2,951	2,079	9,263	-2.6%	0.2%	5.0%	15.8%	3.8%
Cooking Light	Meredith Corporation	8,785	692	2,576	167	12,220	9,839	885	3,478	103	14,305	-10.7%	-21.8%	-25.9%	62.3%	-14.6%	9,222	830	2,475	115	12,642	-9.3%	-4.6%	14.8%	33.0%	-4.8%
Cosmopolitan	Hearst Magazines	14,847	2,322	16,289	2,975	36,433	16,631	2,096	12,984	689	32,400	-10.7%	10.8%	25.5%	331.8%	12.4%	15,430	2,456	15,633	2,293	35,811	-8.5%	3.1%	26.2%	123.9%	9.7%
Country Living	Hearst Magazines	12,048	1,852	9,122	1,074	24,096	12,155	2,709	10,070	340	25,273	-0.9%	-31.6%	-9.4%	215.7%	-4.7%	11,937	1,964	9,451	588	23,940	0.0%	-25.7%	7.6%	-40.8%	-1.7%
Departures	Meredith Corporation	6,496	21	204	-	6,721	6,436	-	60	-	6,496	0.9%	+	237.8%	-	3.5%	6,483	38	141	-	6,662	1.9%	0.7%	179.5%	-	3.3%
Diabetic Living	Meredith Corporation	6,226	46	100	-	6,373	6,662	138	275	-	7,075	-6.5%	-66.5%	-63.5%	-	-9.9%	6,565	100	255	-	6,920	4.8%	-22.4%	-5.1%	-	3.8%
Domino	Domino Media Group	1,196	248	1,696	-	3,140	1,195	350	1,290	-	2,835	0.1%	-29.1%	31.4%	-	10.7%	1,195	211	1,300	-	2,705	3.7%	21.2%	49.6%	-	23.3%
EatingWell	Meredith Corporation	6,031	781	2,347	77	9,235	6,560	1,105	1,913	120	9,698	-8.1%	-29.3%	22.6%	-36.0%	-4.8%	6,374	1,139	2,746	49	10,307	0.6%	-44.8%	12.1%	-41.2%	-5.7%
Elle	Hearst Magazines	4,645	1,228	8,375	3,184	17,432	4,662	1,782	5,967	568	12,978	-0.4%	-31.1%	40.4%	460.8%	34.3%	4,612	1,428	8,608	1,373	16,021	-8.2%	-23.7%	38.3%	20.1%	12.3%
Elle Decor	Hearst Magazines	1,933	476	1,227	66	3,703	2,191	346	676	160	3,373	-11.8%	37.5%	81.6%	-58.5%	9.8%	2,065	377	1,377	174	3,993	-3.1%	6.5%	78.5%	-51.5%	10.4%
Entertainment Weekly	Meredith Corporation	8,713	2,228	11,901	1,184	24,027	10,168	4,183	16,533	3,967	34,850	-14.3%	-46.7%	-28.0%	-70.1%	-31.1%	9,001	2,931	13,038	1,615	26,585	-10.5%	-22.7%	-4.3%	-41.6%	-12.1%
ESPN The Magazine	ESPN Inc.	16,672	21,902	50,919	39,510	129,004	18,519	26,184	58,406	30,969	134,078	-10.0%	-16.4%	-12.8%	27.6%	-3.8%	17,022	20,547	42,369	18,286	98,224	-7.8%	-3.8%	-9.7%	21.9%	-3.4%
Esquire	Hearst Magazines	2,741	2,044	7,640	1,069	13,494	3,471	1,638	5,701	59	10,869	-21.0%	24.8%	34.0%	1704.5%	24.2%	2,865	1,684	6,888	517	11,954	-15.8%	-7.7%	25.7%	96.3%	9.0%
Family Circle	Meredith Corporation	11,834	67	146	-	12,047	14,566	401	171	-	15,137	-18.8%	-83.3%	-14.4%	-	-20.4%	12,240	139	186	-	12,565	-18.9%	-61.2%	-4.9%	-	-19.7%
Fast Company	Mansueto	2,245	2,282	4,540	28	9,095	2,103	2,175	3,382	54	7,714	6.8%	5.0%	34.2%	-48.8%	17.9%	2,135	2,201	3,746	25	8,106	-1.1%	4.0%	1.8%	-29.4%	1.5%
Field & Stream	Bonnier Corporation	8,944	316	1,030	-	10,290	9,658	408	1,158	35	11,259	-7.4%	-22.5%	-11.1%	-100.0%	-8.6%	8,991	450	1,286	7	10,734	-5.3%	7.0%	-4.1%	-61.5%	-4.8%
Food & Wine	Meredith Corporation	7,052	1,105	4,579	173	12,909	8,291	1,275	5,750	273	15,588	-14.9%	-13.3%	-20.4%	-36.5%	-17.2%	7,221	1,347	4,525	189	13,281	-12.2%	1.8%	15.8%	-6.1%	-2.8%
Food Network Magazine	Hearst Magazines	13,389	700	2,776	175	17,040	13,369	788	2,432	243	16,833	0.1%	-11.2%	14.2%	-27.9%	1.2%	13,173	801	2,876	123	16,973	-3.1%	-9.9%	0.9%	-13.8%	-2.9%
Fortune	Meredith Corporation	2,607	2,465	9,135	1,369	15,576	3,899	3,487	8,478	1,893	17,757	-33.1%	-29.3%	7.8%	-27.7%	-12.3%	2,911	2,955	7,968	1,359	15,194	-23.3%	-7.9%	9.8%	3.1%	-2.5%

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Four Wheeler Group	Motor Trend Group/TEN	4,902	34	95	-	5,032	5,462	52	64	-	5,578	-10.3%	-33.5%	49.2%	-	-9.8%	4,902	71	192	-	5,165	-10.3%	-15.5%	17.5%	-100.0%	-9.6%
Game & Fish	Outdoor Sportsman Group	5,177	89	260	-	5,526	6,237	92	262	-	6,591	-17.0%	-3.5%	-0.9%	-	-16.2%	5,681	105	292	3	6,081	-10.8%	-12.5%	-7.7%	-50.9%	-10.7%
Glamour	Conde Nast	8,676	844	4,762	5,212	19,494	10,195	1,121	3,476	3,566	18,358	-14.9%	-24.7%	37.0%	46.2%	6.2%	9,196	1,138	4,640	3,788	18,762	-10.9%	-19.9%	-16.9%	58.0%	-4.9%
Golf Digest	Conde Nast	4,679	825	2,970	2,345	10,820	4,907	507	2,296	3,778	11,487	-4.6%	62.8%	29.4%	-37.9%	-5.8%	4,681	797	2,986	2,241	10,706	-6.5%	17.5%	33.8%	39.0%	12.4%
Good Housekeeping	Hearst Magazines	18,639	2,665	13,689	1,607	36,600	19,869	2,676	7,597	741	30,884	-6.2%	-0.4%	80.2%	116.9%	18.5%	19,000	2,758	13,169	1,266	36,193	-3.5%	-5.6%	74.3%	261.8%	18.6%
GQ	Conde Nast	6,104	1,006	5,534	8,848	21,492	6,415	1,171	3,571	5,170	16,327	-4.8%	-14.0%	55.0%	71.1%	31.6%	6,068	1,220	5,445	6,170	18,903	-5.4%	-23.6%	-12.3%	70.7%	6.0%
Guns & Ammo	Outdoor Sportsman Group	11,285	87	170	-	11,541	11,302	144	310	-	11,756	-0.2%	-39.7%	-45.2%	-	-1.8%	11,458	130	300	-	11,887	2.2%	-29.5%	-12.8%	-100.0%	1.2%
Harper's Bazaar	Hearst Magazines	3,070	1,385	8,595	2,921	15,971	2,679	1,081	5,222	1,551	10,532	14.6%	28.1%	64.6%	88.4%	51.6%	3,052	1,304	9,729	1,413	15,498	6.9%	15.9%	136.5%	-5.1%	61.7%
Health	Meredith Corporation	8,506	1,152	4,755	346	14,759	9,507	1,609	6,803	369	18,289	-10.5%	-28.4%	-30.1%	-6.3%	-19.3%	8,856	1,516	5,506	380	16,258	-4.2%	-15.4%	-7.0%	47.8%	-5.5%
HGTV Magazine	Hearst Magazines	10,947	117	297	18	11,379	9,847	145	301	43	10,336	11.2%	-19.3%	-1.2%	-58.7%	10.1%	10,696	161	366	61	11,283	10.6%	-3.3%	8.6%	-36.4%	9.9%
Hot Rod	Motor Trend Group/TEN	5,363	135	183	62	5,743	5,485	171	147	39	5,842	-2.2%	-21.4%	24.8%	59.1%	-1.7%	5,383	153	162	32	5,731	-2.5%	-9.4%	-11.3%	14.8%	-2.9%
House Beautiful	Hearst Magazines	4,976	575	3,230	275	9,056	6,022	587	1,757	9	8,375	-17.4%	-2.1%	83.8%	2981.4%	8.1%	5,115	550	3,181	223	9,069	-15.4%	-36.5%	62.3%	199.3%	1.3%
In-Fisherman	Outdoor Sportsman Group	3,363	65	82	-	3,510	4,069	36	-	-	4,105	-17.4%	80.2%	+	-	-14.5%	3,603	61	81	-	3,745	-10.2%	48.1%	596.0%	-100.0%	-7.9%
InStyle	Meredith Corporation	7,556	766	5,213	307	13,842	8,454	1,759	3,562	299	14,075	-10.6%	-56.4%	46.3%	2.5%	-1.7%	7,822	1,091	4,385	262	13,560	-10.3%	-20.1%	34.4%	25.4%	0.0%
Kraft Food & Family	Meredith Corporation	2,250	1,390	6,231	-	9,871	2,250	1,547	3,783	-	7,580	0.0%	-10.2%	64.7%	-	30.2%	2,250	1,303	5,049	2	8,603	0.0%	-23.7%	10.2%	-97.0%	0.0%
Marie Claire	Hearst Magazines	2,936	865	6,359	652	10,811	3,091	1,040	4,066	1,098	9,295	-5.0%	-16.8%	56.4%	-40.7%	16.3%	2,937	973	6,697	834	11,441	-8.5%	-16.3%	89.4%	-57.5%	15.9%
Martha Stewart Living	Meredith Corporation	7,446	1,609	5,138	674	14,867	8,257	2,160	4,620	616	15,653	-9.8%	-25.5%	11.2%	9.3%	-5.0%	7,570	2,019	5,282	630	15,501	-9.6%	-13.2%	7.5%	-5.0%	-4.8%
Men's Health	Hearst Magazines	12,000	1,165	6,199	11	19,375	13,798	1,320	5,347	732	21,197	-13.0%	-11.7%	15.9%	-98.5%	-8.6%	12,619	1,184	5,552	145	19,500	-7.9%	-17.4%	-1.4%	-66.2%	-8.0%
Men's Journal	American Media Inc. (AMI)	5,000	901	3,335	35	9,271	2,635	352	874	-	3,861	89.8%	155.7%	281.7%	+	140.1%	3,322	675	2,790	43	6,831	23.6%	40.2%	113.7%	+	52.7%
Midwest Living	Meredith Corporation	2,586	248	585	-	3,418	2,939	288	564	-	3,790	-12.0%	-13.9%	3.7%	-	-9.8%	2,619	258	576	-	3,454	-14.8%	-14.3%	2.2%	-	-12.4%
Money	Meredith Corporation	5,552	1,827	6,955	41	14,375	6,166	1,669	5,210	132	13,176	-10.0%	9.5%	33.5%	-68.6%	9.1%	5,668	1,951	6,312	54	13,986	-6.8%	29.4%	73.4%	30.2%	24.1%
Mother Earth News	Ogden Publications	2,721	195	597	-	3,513	2,766	294	155	-	3,215	-1.6%	-33.8%	284.9%	-	9.3%	2,699	198	674	-	3,570	-1.4%	-43.3%	-4.3%	-	-5.8%
Motor Trend	Motor Trend Group/TEN	6,442	1,122	2,860	2,866	13,290	7,162	1,380	1,632	4,333	14,507	-10.1%	-18.8%	75.3%	-33.8%	-8.4%	6,497	1,312	2,213	854	10,875	-7.9%	-5.6%	39.4%	-37.1%	-4.5%
Motorcyclist	Bonnier Corporation	2,847	102	360	-	3,309	1,378	135	147	-	1,661	106.6%	-24.3%	144.0%	-	99.3%	2,439	195	283	13	2,930	75.3%	97.6%	94.3%	5750.0%	79.1%
Muscle & Fitness	American Media Inc. (AMI)	5,855	351	1,396	4	7,606	6,330	462	1,284	56	8,132	-7.5%	-24.0%	8.8%	-93.1%	-6.5%	6,119	514	1,606	10	8,249	-4.1%	-10.7%	-15.4%	-81.7%	-7.4%
National Enquirer	American Media Inc. (AMI)	5,490	119	380	-	5,990	6,578	156	348	-	7,082	-16.5%	-23.6%	9.4%	-	-15.4%	5,484	148	386	5	6,022	-18.8%	-30.6%	-18.1%	17.1%	-19.0%
National Geographic	National Geographic Partners	31,680	2,184	2,694	168	36,726	32,312	3,243	3,711	125	39,391	-2.0%	-32.6%	-27.4%	34.1%	-6.8%	31,922	2,816	4,219	170	39,127	0.9%	-20.9%	-20.2%	-36.5%	-4.0%
National Geographic Kids	National Geographic Partners	6,870	166	205	13	7,253	6,858	246	282	10	7,396	0.2%	-32.6%	-27.4%	34.1%	-1.9%	6,972	216	323	13	7,524	0.8%	-21.0%	-20.2%	-37.0%	-1.2%
National Geographic Traveler	National Geographic Partners	11,195	221	273	17	11,706	11,922	328	376	13	12,639	-6.1%	-32.6%	-27.4%	34.1%	-7.4%	11,624	289	432	17	12,363	0.5%	-21.0%	-20.2%	-36.7%	-1.2%
New York Magazine	New York Media	3,134	5,445	22,527	208	31,314	3,183	4,668	14,550	375	22,776	-1.5%	16.7%	54.8%	-44.4%	37.5%	3,198	6,502	22,490	264	32,454	12.2%	28.5%	39.7%	-37.2%	32.9%
O, The Oprah Magazine	Hearst Magazines	10,398	436	938	44	11,816	9,635	717	1,142	1,284	12,777	7.9%	-39.2%	-17.8%	-96.5%	-7.5%	10,218	661	1,262	46	12,186	6.5%	-12.9%	-2.3%	-97.0%	-7.6%
OK! Magazine	American Media Inc. (AMI)	3,646	194	3,578	-	7,418	4,708	416	1,864	-	6,988	-22.6%	-53.2%	91.9%	-	6.2%	3,842	227	2,899	-	6,967	-20.1%	-52.1%	44.4%	-100.0%	-4.6%
Outdoor Life	Bonnier Corporation	6,058	341	968	-	7,367	5,908	332	1,019	-	7,258	2.5%	2.9%	-4.9%	-	1.5%	6,251	465	980	39	7,735	5.3%	60.7%	25.6%	1430.4%	10.4%
Outside	Mariah Media	2,687	510	1,842	-	5,038	2,513	631	1,849	-	4,993	6.9%	-19.3%	-0.4%	-	0.9%	2,740	542	1,961	-	5,244	13.5%	-15.9%	24.1%	-	13.0%
Parents	Meredith Corporation	10,305	1,105	4,401	-	15,811	12,193	1,489	5,006	258	18,946	-15.5%	-25.8%	-12.1%	-100.0%	-16.5%	10,997	1,223	4,737	123	17,079	-9.4%	-26.6%	-21.5%	-40.4%	-14.8%
People	Meredith Corporation	36,859	6,745	41,894	5,658	91,156	41,863	6,352	31,565	9,512	89,292	-12.0%	6.2%	32.7%	-40.5%	2.1%	37,873	6,864	37,249	5,517	87,504	-10.1%	14.8%	40.5%	-8.2%	8.5%
People en Español	Meredith Corporation	6,853	59	978	244	8,133	6,821	98	899	256	8,073	0.5%	-39.9%	8.8%	-4.6%	0.7%	6,904	70	975	81	8,030	-0.3%	-33.1%	10.9%	-27.2%	0.1%
Petersen's Hunting	Outdoor Sportsman Group	4,360	-	66	-	4,426	4,361	-	62	-	4,423	0.0%	-	5.2%	-	0.1%	4,401	12	58	-	4,472	0.2%	10.9%	10.9%	-	0.3%
Popular Mechanics	Hearst Magazines	6,899	1,442	4,059	696	13,097	7,680	1,945	3,585	70	13,279	-10.2%	-25.8%	13.2%	896.9%	-1.4%	7,083	1,571	4,300	531	13,485	-5.1%	-21.7%	13.6%	646.1%	1.2%

		CURRENT MONTH - September 2018 (000)					YEAR AGO - September 2017 (000)					September 2018 vs. September 2017 (% change)					YTD AVERAGE - as of September 2018 (000)					YTD 2018 vs. YTD 2017 (% change)				
Magazine Brand	Publishing Company	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
Popular Science	Bonnier Corporation	8,197	920	2,310	6	11,433	9,072	1,121	1,731	59	11,984	-9.6%	-18.0%	33.4%	-90.3%	-4.6%	8,456	1,203	2,916	58	12,633	0.6%	5.6%	72.4%	22.0%	12.0%
Prevention	Hearst Magazines	5,444	723	3,081	7	9,255	6,672	1,607	4,859	449	13,587	-18.4%	-55.0%	-36.6%	-98.5%	-31.9%	5,922	1,305	5,274	272	12,773	-11.2%	-30.5%	1.5%	0.5%	-8.9%
Rachael Ray Every Day	Meredith Corporation	5,812	151	396	-	6,360	5,645	146	408	-	6,199	3.0%	4.1%	-2.9%	-	2.6%	5,870	135	442	-	6,446	0.5%	-17.8%	21.5%	-	1.3%
Reader's Digest	Trusted Media Brands	18,300	2,146	5,481	36	25,962	18,653	2,285	3,967	219	25,124	-1.9%	-6.1%	38.2%	-83.5%	3.3%	18,121	2,259	5,835	90	26,305	-4.3%	4.7%	70.6%	-2.1%	6.9%
Real Simple	Meredith Corporation	7,348	1,444	4,574	283	13,649	7,245	1,645	5,813	421	15,124	1.4%	-12.2%	-21.3%	-32.8%	-9.8%	7,225	1,566	4,508	283	13,582	-1.4%	-23.3%	-16.1%	-5.6%	-9.7%
Redbook	Hearst Magazines	4,876	378	1,938	213	7,405	5,443	391	1,571	54	7,460	-10.4%	-3.5%	23.4%	294.2%	-0.7%	4,941	411	2,705	374	8,432	-9.7%	-31.2%	46.2%	-21.0%	0.4%
Road & Track	Hearst Magazines	2,918	545	1,916	362	5,742	3,131	530	1,224	11	4,897	-6.8%	2.9%	56.5%	3059.9%	17.3%	2,854	584	2,095	94	5,627	-5.3%	-18.3%	17.5%	3725.7%	2.0%
Runner's World	Hearst Magazines	2,240	745	3,029	-	6,014	2,374	797	2,681	380	6,232	-5.6%	-6.5%	13.0%	-100.0%	-3.5%	2,232	776	2,626	154	5,786	-11.2%	-17.4%	-21.1%	-10.2%	-16.7%
Saveur	Bonnier Corporation	501	654	1,361	33	2,549	419	386	791	35	1,631	19.6%	69.6%	72.0%	-6.2%	56.3%	609	992	1,607	106	3,314	-15.4%	131.2%	78.5%	343.0%	59.9%
Seventeen	Hearst Magazines	6,745	473	1,420	1,183	9,821	6,982	536	1,475	280	9,272	-3.4%	-11.7%	-3.7%	323.3%	5.9%	6,940	539	1,760	513	9,751	-1.7%	-20.5%	-15.9%	98.2%	-3.3%
Shape	Meredith Corporation	4,521	1,202	3,397	81	9,202	5,675	1,485	2,375	120	9,655	-20.3%	-19.1%	43.1%	-32.0%	-4.7%	4,905	2,129	5,108	98	12,240	-15.0%	-23.2%	10.3%	-42.1%	-8.3%
Ski	Active Interest Media (AIM)	1,116	11	-	-	1,127	1,331	-	-	-	1,331	-16.2%	+	-	-	-15.3%	1,235	6	-	-	1,241	-9.4%	-60.9%	-100.0%	-	-11.7%
Smithsonian	Smithsonian Enterprises	7,283	1,909	3,757	34	12,984	7,598	1,550	4,192	92	13,433	-4.1%	23.2%	-10.4%	-63.1%	-3.3%	7,396	1,618	3,795	25	12,835	-0.6%	17.7%	-3.2%	-82.8%	-0.4%
Soap Opera Digest	American Media Inc. (AMI)	2,810	26	147	-	2,983	2,916	33	169	-	3,118	-3.6%	-21.2%	-13.0%	-	-4.3%	2,926	33	151	-	3,110	1.1%	-25.8%	14.9%	-	1.3%
Southern Living	Meredith Corporation	15,462	1,345	5,586	18	22,411	17,007	1,505	5,557	298	24,367	-9.1%	-10.6%	0.5%	-94.0%	-8.0%	15,671	1,442	5,060	172	22,344	-5.0%	-12.3%	24.7%	-23.8%	-0.3%
Sports Illustrated	Meredith Corporation	17,306	3,279	11,837	2,311	34,732	17,961	4,710	16,804	5,830	45,305	-3.6%	-30.4%	-29.6%	-60.4%	-23.3%	17,456	3,350	11,262	1,992	34,060	-4.3%	-1.2%	4.1%	-30.4%	-3.6%
Star	American Media Inc. (AMI)	5,125	21	116	-	5,262	6,315	36	128	-	6,479	-18.8%	-41.7%	-9.1%	-	-18.8%	5,274	39	102	-	5,415	-16.9%	25.3%	-43.2%	-	-17.4%
Street Rodder	Motor Trend Group/TEN	2,199	80	109	37	2,425	2,442	102	87	23	2,654	-10.0%	-21.4%	24.8%	59.1%	-8.6%	2,209	91	97	20	2,417	-9.2%	-9.3%	-11.4%	18.7%	-9.1%
Taste of Home	Trusted Media Brands	12,836	3,818	11,846	107	28,607	12,609	3,197	7,505	332	23,642	1.8%	19.4%	57.8%	-67.6%	21.0%	12,811	3,536	10,499	157	27,002	-0.8%	5.7%	50.0%	-12.6%	15.2%
The Atlantic	Atlantic Media	2,234	5,920	14,875	129	23,158	2,287	5,937	13,329	28	21,582	-2.3%	-0.3%	11.6%	358.6%	7.3%	2,268	5,553	12,383	92	20,296	1.9%	-2.3%	-12.1%	-29.4%	-8.3%
The Economist	The Economist Group	2,601	1,129	1,053	-	4,783	2,650	2,106	1,596	-	6,352	-1.8%	-46.4%	-34.0%	-	-24.7%	2,581	1,365	1,470	1	5,416	-2.7%	-27.2%	-27.2%	-99.0%	-18.0%
The Family Handyman	Trusted Media Brands	4,940	1,522	4,189	27	10,678	4,879	1,611	1,842	43	8,375	1.3%	-5.5%	127.4%	-37.0%	27.5%	4,921	1,575	3,835	70	10,402	1.4%	-13.7%	53.6%	147.6%	13.0%
The New Yorker	Conde Nast	4,695	3,829	11,271	6,632	26,426	5,503	3,098	6,361	1,345	16,307	-14.7%	23.6%	77.2%	392.9%	62.1%	4,976	3,317	8,842	3,322	20,457	-4.6%	1.8%	7.2%	168.3%	13.9%
This Old House	This Old House Ventures, LLC	7,066	940	2,192	696	10,894	6,030	803	1,350	727	8,910	17.2%	17.0%	62.4%	-4.3%	22.3%	6,953	994	2,237	603	10,787	16.0%	4.3%	31.5%	41.9%	18.9%
Time	Meredith Corporation	17,967	5,036	16,435	3,258	42,696	18,824	5,470	15,754	6,284	46,332	-4.6%	-7.9%	4.3%	-48.1%	-7.8%	18,131	6,835	20,186	4,232	49,385	-2.7%	6.0%	0.6%	-6.8%	-0.6%
Town & Country	Hearst Magazines	3,308	977	4,607	462	9,355	3,201	404	1,412	282	5,299	3.3%	142.0%	226.4%	63.8%	76.5%	3,329	1,107	5,280	445	10,160	4.1%	113.5%	286.6%	-40.0%	74.4%
Traditional Home	Meredith Corporation	3,810	-	79	-	3,889	4,803	45	59	-	4,907	-20.7%	-100.0%	33.3%	-	-20.7%	4,045	33	84	-	4,162	-11.5%	-25.4%	3.1%	-	-11.4%
Travel + Leisure	Meredith Corporation	6,594	1,408	5,058	271	13,332	6,774	1,447	3,810	240	12,271	-2.7%	-2.7%	32.8%	12.8%	8.6%	6,739	1,614	4,950	253	13,556	0.8%	-2.9%	14.8%	-6.5%	4.8%
Us Weekly	American Media Inc. (AMI)	10,008	1,953	15,197	57	27,215	11,487	4,159	13,715	173	29,534	-12.9%	-53.0%	10.8%	-67.3%	-7.9%	10,301	2,257	15,620	135	28,313	-12.5%	-38.8%	21.6%	-27.0%	-0.6%
Vanity Fair	Conde Nast	7,509	1,683	5,619	9,774	24,586	8,051	1,823	6,191	6,334	22,400	-6.7%	-7.7%	-9.2%	54.3%	9.8%	7,715	2,400	7,770	7,816	25,701	-3.5%	-7.8%	-8.9%	53.0%	6.0%
Veranda	Hearst Magazines	1,066	-	19	-	1,085	1,527	-	40	-	1,567	-30.2%	-	-52.7%	-	-30.8%	1,170	13	70	3	1,257	-16.0%	-62.8%	-30.6%	+	-17.9%
Vogue	Conde Nast	10,812	1,075	3,849	10,333	26,069	11,929	1,548	5,634	4,571	23,682	-9.4%	-30.6%	-31.7%	126.1%	10.1%	11,017	1,368	4,380	6,501	23,266	-6.7%	-11.3%	9.0%	121.5%	14.6%
W	Conde Nast	1,010	260	1,109	640	3,019	1,066	234	573	1,421	3,294	-5.3%	10.9%	93.6%	-55.0%	-8.4%	958	431	1,359	1,020	3,767	-3.7%	39.7%	56.5%	28.2%	27.0%
WebMD Magazine	WebMD, LLC	9,921	11,910	35,420	111	57,362	11,769	12,311	32,253	212	56,545	-15.7%	-3.3%	9.8%	-47.8%	1.4%	10,895	12,100	36,198	67	59,260	-8.7%	-10.8%	6.7%	-78.9%	-0.8%
Wired	Conde Nast	3,138	3,279	6,103	10,242	22,763	3,492	2,862	6,627	5,536	18,517	-10.1%	14.6%	-7.9%	85.0%	22.9%	3,353	3,356	6,338	5,753	18,800	2.3%	3.6%	-3.8%	65.0%	13.3%
Woman's Day	Hearst Magazines	15,020	496	2,053	57	17,626	15,990	570	1,884	8	18,452	-6.1%	-12.9%	8.9%	582.1%	-4.5%	15,235	568	1,822	59	17,684	-6.1%	-27.7%	-28.4%	-30.7%	-10.0%
Women's Health	Hearst Magazines	11,350	1,354	7,825	40	20,569	11,796	1,265	5,469	563	19,093	-3.8%	7.1%	43.1%	-92.9%	7.7%	11,617	1,399	7,116	234	20,365	0.2%	-14.1%	16.9%	-32.6%	3.6%
Yoga Journal	Active Interest Media (AIM)	1,997	207	527	-	2,731	1,899	207	425	-	2,531	5.2%	0.1%	24.0%	-	7.9%	1,943	236	539	-	2,717	0.3%	-15.5%	80.1%	-100.0%	8.0%

Magazine Brand	Publishing Company	CURRENT MONTH - September 2018 (000)					YEAR AGO - September 2017 (000)					September 2018 vs. September 2017 (% change)					YTD AVERAGE - as of September 2018 (000)					YTD 2018 vs. YTD 2017 (% change)				
		Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°	Print+ Digital Editions	Web (Desktop/ Laptop)	Mobile Web	Video	Total 360°
Total (000)		830,210	163,976	581,741	153,908	1,729,835	890,054	186,405	504,644	124,123	1,705,226	-6.7%	-12.0%	15.3%	24.0%	1.4%	845,577	177,858	572,267	101,620	1,697,322	-4.7%	-8.7%	13.5%	22.9%	1.7%
Share by Platform (%)		48%	9%	34%	9%	100%	52%	11%	30%	7%	100%						50%	10%	34%	6%	100%					

Note: Cells with a "-" indicate digital data was either not available, not reported or has no value. Cells with a "+" indicate digital data was not available in prior year.

SOURCES:

Current Month

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2018 and 2017, DoubleBase 2018 and 2017; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2018 and 2017.
- Web (Desktop/Laptop): comScore Media Metrix®; September 2018 and September 2017; U.S.
- Mobile Web: comScore Mobile Metrix; September 2018 and September 2017; U.S.
- Video: comScore Video Metrix; September 2018 and September 2017; U.S.

Year to Date

- Print+Digital Editions: GfK MRI's Survey of the American Consumer® Print+Digital Spring 2018, Spring 2017, Fall 2017 and Fall 2016, DoubleBase 2018, 2017 and 2016; GfK MRI Accessed Prototype; OR Ipsos Affluent Survey USA Fall 2018 and 2017 and Spring 2018 and 2017 (all data for Ipsos Fall 2016 and Spring 2017 has been re-cast as \$125K+ HHI).
- Web (Desktop/Laptop): comScore Media Metrix®; January 2018-September 2018 and January 2017-September 2017; U.S.
- Mobile Web: comScore Mobile Metrix; January 2018-September 2018 and January 2017-September 2017; U.S.
- Video: comScore Video Metrix; January 2018-September 2018 and January 2017-September 2017; U.S.

WHAT'S MEASURED:

- Print+Digital Editions Audience: The unduplicated estimate of the average issue Adult 18+ readers (in thousands). GfK MRI measures print + digital editions' net audience; Ipsos measures print + digital editions net audience
- Web (Desktop/Laptop) Unique Visitors: The reported number of unique P6+ individuals (in thousands) that have visited a website on a desktop or laptop at least once in the specified reporting period.
- Mobile Web Unique Visitors: The reported number of unique P18+ individuals (in thousands) that have visited a website via a mobile device (including iOS and Android platforms) at least once in the specified reporting period.
- Video Unique Viewers: Those unique P6+ viewers (in thousands) who watched a video at least once in the specified reporting period through a player owned or operated by the publisher (regardless of where that video was viewed) and/or, if reported, through a separate, clearly-branded video channel.

Note: In certain instances, the comScore data reflects the incorporation of a magazine brand's unique visitors/viewers into a larger domain which includes non-magazine visitors/viewers. In such instances, publishers were asked to provide server-side data for the brand's page views as a percent or share of the larger domain's page views. Such share was then applied to the total comScore or Online reported unique visitor/viewer data for the larger domain to derive the appropriate magazine-specific unique visitors/viewers. In certain instances, reported metrics have been derived from small sample sizes which decrease reliability of audience projection.

About Magazine Media 360°

Magazine Media 360° is an industry metric that captures demand for magazine media content by measuring audiences across multiple platforms and formats (including print+digital editions, websites and video) to provide a comprehensive and accurate picture of magazine media vitality. Magazine Media 360° uses data from leading third-party providers and currently covers 112 magazine media brands from 25 companies, representing 95% of the reader universe. The data is released around the last week of each month, reporting on the prior month's audience at www.magazine.org in The MPA Magazine Media 360° Brand Audience Report. Created as a credible, consistent and cost-free measurement tool, Magazine Media 360°, which launched November 2014, marked the first time ever any media industry measured and communicated cross-platform consumer demand by brand. The Magazine Media 360° Social Media Report is released separately on a quarterly basis.